



Amendments to the Specification

Please replace the paragraph on page 5, lines 1-11, with the following amended paragraph:

Q2 The external service and the apparatus are intuitively associated with each other. The access is easily obtained, low cost, and user friendly. The invention uses a direct access means to invoke display of a web page for an external service associated with the apparatus. The service is associated with consumable content specific to the context of usage of the apparatus. The type of apparatus defines the context. The user invokes retrieval of a web page representing a service. The service advertises consumable content specific to the usage context. This supports an attractive business model for device manufacturers and the service providers. It enables the manufacturers to partner with external services in order to provide the user at his or her convenience with easy access to context-relevant content that enhances usage of the apparatus. The revenue received by the service provider as a result of the user interaction with the designated web page can be shared between the service provider and the device manufacturer.